

Fig. 1

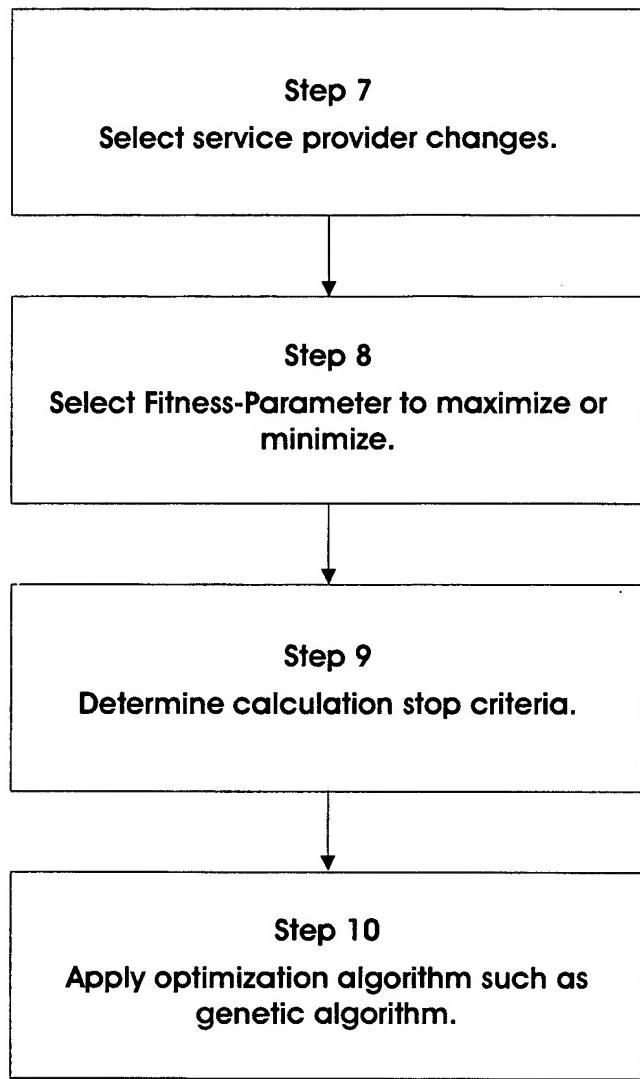


Fig. 2

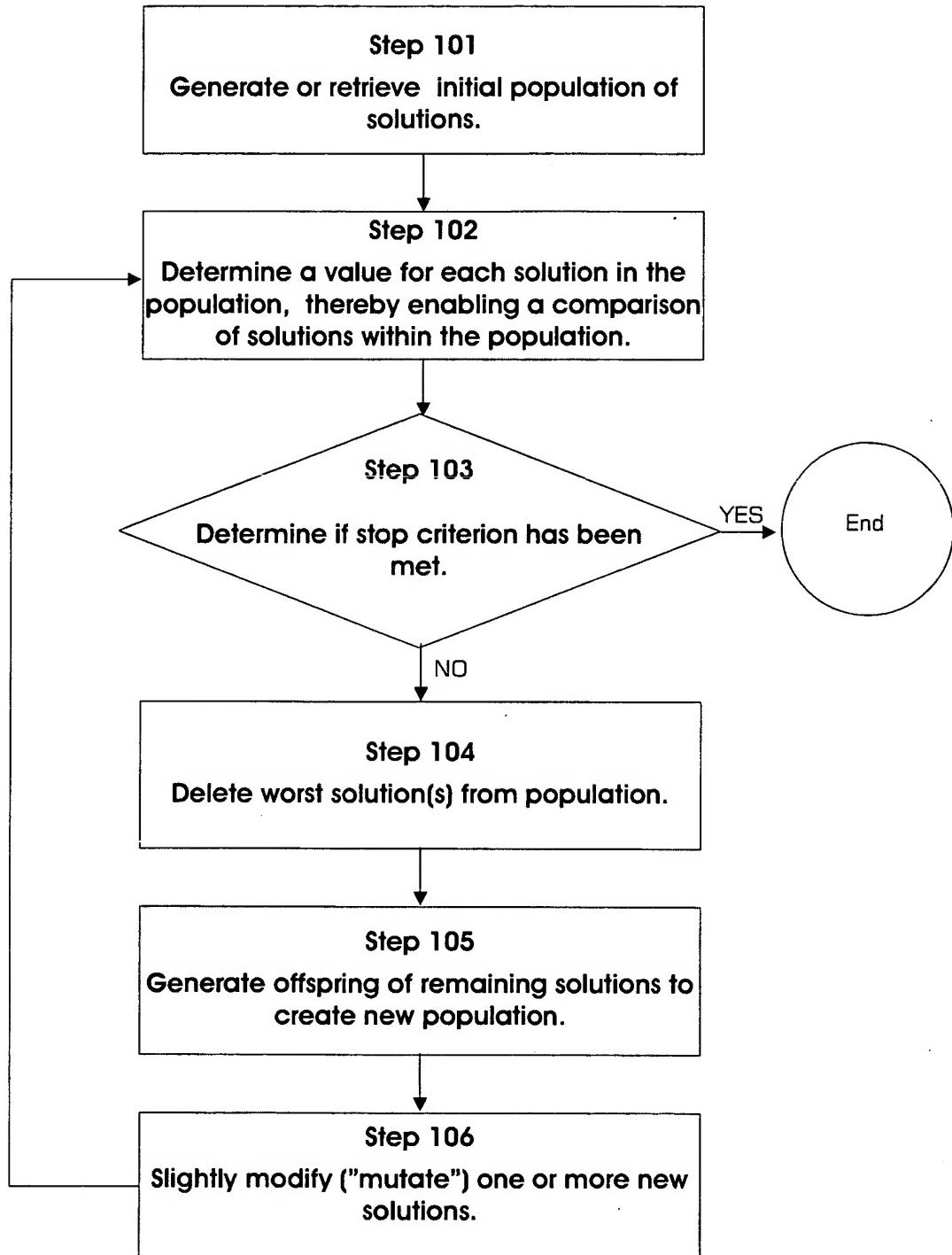


Fig. 3

Solution1	Solution2	Solution3	Solution4	Solution5	Solution6
TO OPEN			TO OPEN		
ZIP 93872	ZIP 93225	ZIP 94078	ZIP 93312	ZIP 92631	ZIP 92165
ZIP 94801	ZIP 93028	ZIP 93764	ZIP 94397	ZIP 94956	ZIP 92303
ZIP 92845	ZIP 93391	ZIP 93160	ZIP 94393	ZIP 92433	ZIP 92312
ZIP 94822	ZIP 93996	ZIP 92514	ZIP 92331	ZIP 92007	ZIP 92287
ZIP 93876	ZIP 92867	ZIP 94374	ZIP 94978	ZIP 92487	ZIP 92297
ZIP 94064	ZIP 92287	ZIP 94609	ZIP 92241	ZIP 93498	ZIP 92315
ZIP 93541	ZIP 92371	ZIP 93954	ZIP 94851	ZIP 94674	ZIP 92303
ZIP 93998	ZIP 93610	ZIP 93290	ZIP 92615	ZIP 93501	ZIP 92312
ZIP 94482	ZIP 94839	ZIP 94921	ZIP 92889	ZIP 94856	ZIP 92315
ZIP 94671	ZIP 93480	ZIP 94211	ZIP 94300		
TO CLOSE			TO CLOSE		
ZIP 92416	ZIP 92545	ZIP 94027	ZIP 93343	ZIP 93882	ZIP 92165
ZIP 94122	ZIP 92923	ZIP 94541	ZIP 92615	ZIP 92770	ZIP 92303
ZIP 93826	ZIP 93127	ZIP 93852	ZIP 92700	ZIP 92464	ZIP 92312
ZIP 92014	ZIP 93002	ZIP 92517	ZIP 94357	ZIP 93057	ZIP 92315
ZIP 93888	ZIP 92813	ZIP 94418	ZIP 93516	ZIP 93641	ZIP 92303
ZIP 94991	ZIP 94745	ZIP 93351	ZIP 92562	ZIP 92135	ZIP 92312
ZIP 93157	ZIP 93644	ZIP 94703	ZIP 94503	ZIP 92084	ZIP 92315
ZIP 92611	ZIP 94795	ZIP 93933	ZIP 9497	ZIP 92860	ZIP 92312
ZIP 92880	ZIP 93042	ZIP 94467	ZIP 93172	ZIP 93032	ZIP 92315
ZIP 93138	ZIP 94441	ZIP 93274	ZIP 93847	ZIP 92776	ZIP 92315

Fig. 4

CUSTOMER REACH

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987'551	901'761	816'912	783'925	714'406	634'515
Solution5	Solution4	Solution1	Solution3	Solution2	Solution6
TO OPEN					
ZIP 92631	ZIP 93312	ZIP 93872	ZIP 94078	ZIP 93225	ZIP 92165
ZIP 94956	ZIP 94397	ZIP 94801	ZIP 93764	ZIP 93028	ZIP 92303
ZIP 92433	ZIP 94393	ZIP 92845	ZIP 93160	ZIP 93391	ZIP 92312
ZIP 92007	ZIP 92331	ZIP 94822	ZIP 92514	ZIP 93996	ZIP 92315
ZIP 92487	ZIP 94978	ZIP 93876	ZIP 94374	ZIP 92867	ZIP 92312
ZIP 92297	ZIP 92241	ZIP 94064	ZIP 94609	ZIP 92287	ZIP 92315
ZIP 93498	ZIP 94745	ZIP 93541	ZIP 93351	ZIP 92371	ZIP 92312
ZIP 94674	ZIP 92615	ZIP 93998	ZIP 93290	ZIP 93610	ZIP 92315
ZIP 93501	ZIP 92889	ZIP 94482	ZIP 94921	ZIP 94839	ZIP 92312
ZIP 94856	ZIP 94300	ZIP 94671	ZIP 94211	ZIP 93480	ZIP 92315
TO CLOSE					
ZIP 93882	ZIP 93343	ZIP 92416	ZIP 94027	ZIP 92545	ZIP 92165
ZIP 92770	ZIP 92615	ZIP 94122	ZIP 94541	ZIP 92923	ZIP 92303
ZIP 92464	ZIP 92700	ZIP 93826	ZIP 93852	ZIP 93127	ZIP 92312
ZIP 93057	ZIP 94357	ZIP 92014	ZIP 92517	ZIP 93002	ZIP 92315
ZIP 93641	ZIP 93516	ZIP 93888	ZIP 94418	ZIP 92813	ZIP 92312
ZIP 92135	ZIP 92562	ZIP 94991	ZIP 93351	ZIP 94795	ZIP 92312
ZIP 92084	ZIP 94503	ZIP 93157	ZIP 94703	ZIP 93644	ZIP 92315
ZIP 92860	ZIP 94497	ZIP 92611	ZIP 93933	ZIP 94795	ZIP 92312
ZIP 93032	ZIP 93172	ZIP 92880	ZIP 94467	ZIP 93042	ZIP 92315
ZIP 92776	ZIP 93847	ZIP 93138	ZIP 93274	ZIP 94441	ZIP 92315

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Fig. 5

CUSTOMER REACH

987'551

969'082

875'137

Solution5

TO OPEN

ZIP 92631
ZIP 94956
ZIP 92433
ZIP 92007
ZIP 92487
ZIP 92297
ZIP 93498
ZIP 94674
ZIP 93501
ZIP 94856

TO CLOSE

ZIP 93882
ZIP 92770
ZIP 92464
ZIP 93057
ZIP 93641
ZIP 92135
ZIP 92084
ZIP 92860
ZIP 93032
ZIP 92776

Solution4

TO OPEN

ZIP 93312
ZIP 94397
ZIP 94393
ZIP 92331
ZIP 94978
ZIP 92241
ZIP 94851
ZIP 92615
ZIP 92889
ZIP 94300

TO CLOSE

ZIP 93343
ZIP 92615
ZIP 92700
ZIP 94357
ZIP 93516
ZIP 92562
ZIP 94503
ZIP 94497
ZIP 93172
ZIP 93847

Solution1

TO OPEN

ZIP 93872
ZIP 94801
ZIP 92845
ZIP 94822
ZIP 93876
ZIP 94064
ZIP 93541
ZIP 93998
ZIP 94482
ZIP 94671

TO OPEN

TO CLOSE

TO OPEN

TO CLOSE

TO OPEN

TO CLOSE

81

82

83

Fig. 6

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Parent 1	
TO OPEN	
ZIP 92631	
ZIP 94956	
ZIP 92433	
ZIP 92007	
ZIP 92487	
ZIP 92297	
ZIP 93498	
ZIP 94674	
ZIP 93501	
ZIP 94856	
TO CLOSE	
ZIP 93882	
ZIP 92770	
ZIP 92464	
ZIP 93057	
ZIP 93641	
ZIP 92135	
ZIP 92084	
ZIP 92860	
ZIP 93032	
ZIP 92776	

X

Parent 2	
TO OPEN	
ZIP 93312	
ZIP 94417	
ZIP 94393	
ZIP 92222	
ZIP 94978	
ZIP 92241	
ZIP 94851	
ZIP 92615	
ZIP 92889	
ZIP 94300	
TO CLOSE	
ZIP 93343	
ZIP 92615	
ZIP 92700	
ZIP 94357	
ZIP 93516	
ZIP 92562	
ZIP 94503	
ZIP 94497	
ZIP 93179	
ZIP 93847	

X

Parent 3	
TO OPEN	
ZIP 93872	
ZIP 94801	
ZIP 92845	
ZIP 94822	
ZIP 93876	
ZIP 94064	
ZIP 93541	
ZIP 93998	
ZIP 94482	
ZIP 94671	
TO CLOSE	
ZIP 92416	
ZIP 94122	
ZIP 93826	
ZIP 92014	
ZIP 93888	
ZIP 94991	
ZIP 92135	
ZIP 93157	
ZIP 92611	
ZIP 92889	
ZIP 94671	
ZIP 93179	
ZIP 93847	

X

Child 3	
TO OPEN	
ZIP 93872	
ZIP 94801	
ZIP 92845	
ZIP 94822	
ZIP 94978	
ZIP 92241	
ZIP 94851	
ZIP 92615	
ZIP 92889	
ZIP 94671	
TO CLOSE	
ZIP 92416	
ZIP 93343	
ZIP 92615	
ZIP 92700	
ZIP 94357	
ZIP 93641	
ZIP 92135	
ZIP 94503	
ZIP 94497	
ZIP 93179	
ZIP 93847	

X

Child 2	
TO OPEN	
ZIP 92631	
ZIP 94956	
ZIP 92433	
ZIP 92007	
ZIP 92487	
ZIP 92297	
ZIP 93541	
ZIP 93998	
ZIP 94671	
TO CLOSE	
ZIP 92416	
ZIP 93343	
ZIP 94122	
ZIP 92498	
ZIP 92700	
ZIP 92889	
ZIP 94300	
TO CLOSE	
ZIP 92416	
ZIP 93343	
ZIP 94122	
ZIP 92498	
ZIP 92700	
ZIP 92889	
ZIP 94300	

X

Child 1	
TO OPEN	
ZIP 93312	
ZIP 94956	
ZIP 92433	
ZIP 92007	
ZIP 92487	
ZIP 92297	
ZIP 93466	
ZIP 92615	
ZIP 92889	
ZIP 94300	
TO CLOSE	
ZIP 92416	
ZIP 93343	
ZIP 94122	
ZIP 92498	
ZIP 92700	
ZIP 92889	
ZIP 94300	

85

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Fig. 8

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2 POINT - CROSSOVER

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Parent 1		Parent 2		Parent 3	
TO OPEN	TO CLOSE	TO OPEN	TO CLOSE	TO OPEN	TO CLOSE
ZIP 93612	ZIP 93742	ZIP 93742	ZIP 93612	ZIP 93372	ZIP 93372
ZIP 94956	ZIP 9397	ZIP 9397	ZIP 94956	ZIP 94801	ZIP 94801
ZIP 92453	ZIP 93382	ZIP 93382	ZIP 92453	ZIP 9285	ZIP 9285
ZIP 93017	ZIP 92311	ZIP 92311	ZIP 93017	ZIP 9492	ZIP 9492
ZIP 92487	ZIP 92257	ZIP 92257	ZIP 92487	ZIP 94578	ZIP 94578
ZIP 92257	ZIP 92487	ZIP 92487	ZIP 92257	ZIP 92243	ZIP 92243
ZIP 93493	ZIP 93351	ZIP 93351	ZIP 93493	ZIP 92853	ZIP 92853
ZIP 94674	ZIP 92856	ZIP 92856	ZIP 94674	ZIP 92815	ZIP 92815
ZIP 93851	ZIP 92388	ZIP 92388	ZIP 93851	ZIP 92883	ZIP 92883
ZIP 94866	ZIP 92931	ZIP 92931	ZIP 94866	ZIP 92871	ZIP 92871
TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE	TO CLOSE-->	TO CLOSE-->
ZIP 9382	ZIP 96043	ZIP 96043	ZIP 9382	ZIP 93323	ZIP 93323
ZIP 92770	ZIP 92613	ZIP 92613	ZIP 92770	ZIP 92615	ZIP 92615
ZIP 92444	ZIP 92111	ZIP 92111	ZIP 92444	ZIP 92700	ZIP 92700
ZIP 93057	ZIP 91157	ZIP 91157	ZIP 93057	ZIP 92014	ZIP 92014
ZIP 9361	ZIP 93346	ZIP 93346	ZIP 9361	ZIP 92415	ZIP 92415
ZIP 92165	ZIP 92322	ZIP 92322	ZIP 92165	ZIP 94122	ZIP 94122
ZIP 92064	ZIP 94534	ZIP 94534	ZIP 92064	ZIP 20825	ZIP 20825
ZIP 92860	ZIP 9457	ZIP 9457	ZIP 92860	ZIP 44357	ZIP 44357
ZIP 93002	ZIP 93072	ZIP 93072	ZIP 93002	ZIP 50883	ZIP 50883
ZIP 92776	ZIP 93347	ZIP 93347	ZIP 92776	ZIP 94891	ZIP 94891

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Child 3		Child 2		Child 1	
TO OPEN					
ZIP 93872	ZIP 93872	ZIP 93872	ZIP 93872	ZIP 93312	ZIP 93312
ZIP 93801	ZIP 93801	ZIP 93801	ZIP 93801	ZIP 94955	ZIP 94955
ZIP 92453	ZIP 92453	ZIP 92453	ZIP 92453	ZIP 92433	ZIP 92433
ZIP 92007	ZIP 92007	ZIP 92007	ZIP 92007	ZIP 92067	ZIP 92067
ZIP 93487	ZIP 93487	ZIP 93487	ZIP 93487	ZIP 92487	ZIP 92487
ZIP 92297					
ZIP 93463					
ZIP 93693	ZIP 93693	ZIP 93693	ZIP 93693	ZIP 93615	ZIP 93615
ZIP 94309	ZIP 94309	ZIP 94309	ZIP 94309	ZIP 92888	ZIP 92888
ZIP 93430	ZIP 93430	ZIP 93430	ZIP 93430	ZIP 92301	ZIP 92301

Child 1	
TO OPEN	TO OPEN
ZIP 93312	ZIP 93312
ZIP 94955	ZIP 94955
ZIP 92433	ZIP 92433
ZIP 92067	ZIP 92067

Fig. 7

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